

## CONTRACT



**WXII**  
**700 Coliseum Drive**  
**Winston-Salem, NC 27106**  
**(336)721-9944**

www.wxii12.com

And:

**Smart Media Group LLC (VA)**  
**814 King St**  
**Ste 400**  
**Alexandria, VA 22314**

<b>Contract / Revision</b> 928940 /		<b>Alt Order #</b> 07887302
<b>Product</b> MCCRORY/G/R		
<b>Contract Dates</b> 08/06/12 - 08/12/12		<b>Estimate #</b> 806812
<b>Advertiser</b> McCrory/R/Governor		<b>Original Date / Revision</b> 06/28/12 / 08/02/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WXII	<b>Account Executive</b> Fran Berg	<b>Sales Office</b> Eagle-Washingt
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 1046	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WXII	08/06/12	08/10/12	Live with Regis & Kelly	9-10AM		1:00			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-W-F--				3	\$500.00			
N 2	WXII	08/06/12	08/10/12	Olympic Daytime M-F	10A-5P		1:00			NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				6	\$600.00			
N 3	WXII	08/11/12	08/11/12	WXII 12 Sa/Su News at 6am	6-8am		1:00			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$600.00			
N 4	WXII	08/12/12	08/12/12	NBC Sunday Today	8-9am		1:00			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$1,200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WXII	08/06/12-08/12/12	NBC Sunday Today	8-9am	-----S-	1:00		\$1,200.00	NM		
			See MG 4.5									
	5	WXII	08/06/12-08/12/12	M-F WXII 12 News @ 5 pm	5-6pm	MTuWThF----	1:00		\$1,200.00	NM		
			Ⓜ MG for 4.1 08/12									
N 5	WXII	08/06/12	08/08/12	M-F WXII 12 News @ 6 pm	6-630pm		1:00			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-W----				2	\$2,000.00			
N 6	WXII	08/11/12	08/11/12	Sa WXII 12 News @ 6 pm	6-630pm;		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$800.00			
N 7	WXII	08/10/12	08/10/12	Mo-Sat/ Sun Prime Olympics 8P-12XM			1:00			NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$8,000.00			
N 8	WXII	08/11/12	08/11/12	Sa WXII 12 News @ 6 pm	6-630pm;		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$400.00			
N 9	WXII	08/11/12	08/11/12	WXII 12 Sa/Su News at 6am	6-8am		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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